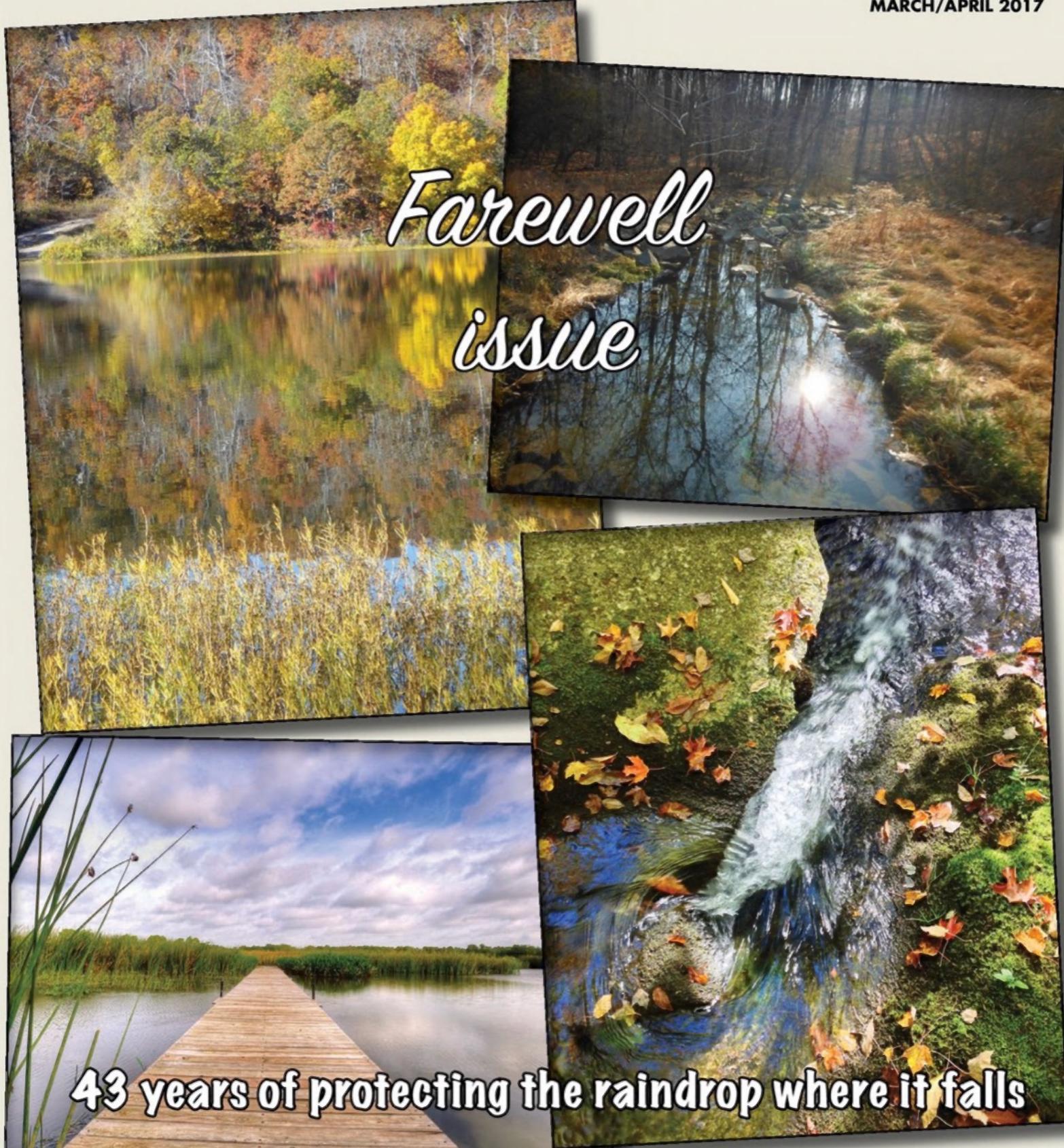


# Land and Water

THE MAGAZINE OF NATURAL RESOURCE MANAGEMENT AND RESTORATION

MARCH/APRIL 2017



*Farewell  
issue*

43 years of protecting the raindrop where it falls

# Land and Water

THE MAGAZINE OF NATURAL RESOURCE MANAGEMENT AND RESTORATION

Volume 61, Number 2

March/April 2017

## DEPARTMENTS

- 6 Tell It Like It Is
- 61 Equip-Board
- 62 Advertiser's Index

## FEATURES

### LAND AND WATER - OUR JOURNEY

#### 8 Land and Water - Our Journey

A look back at the 43 year history of our magazine.  
by Amy Dencklau, Publisher

### INDUSTRY IMPACT

#### 10 L&W's Industry Impact On Slope Stabilization and Revegetation

by Marc S. Theisen, M.Sc., CPESC, CPSWQ, CESSWI

#### 12 L&W's Industry Impact On Geosynthetics

by Chris Kelsey, group editor for Geosynthetics's engineering publications, member of IGS's Communications Committee, & Land & Water E&B

#### 14 L&W's Industry Impact On Stormwater

by Jennifer Hildebrand, CPESC, CPSWQ, CESSWI, TIR, QSD, QSP

#### 16 L&W's Industry Impact On Erosion & Sediment Control

by Don Thieman, CPESC, LEED Green Associate

### GEOMEMBRANES

#### 18 Double-Lined Surface Impoundment: Preserving Our Precious Groundwater

An HDPE composite lining system with leak detection layer was specified for a new, 8-acre brine storage lagoon. This lagoon would complement the adjacent facility's operation to evaporate brine wastewater from Cargill's Hyde curing system.

by Stanford W. Slifer & Todd Pasterio

### REVEGETATION

#### 23 Revegetating Challenging Sites

When it comes to development, the saying that "the good ground is gone" also holds true for the revegetation process as well. Final site stabilization is becoming more difficult, while even more essential than permit termination, owner satisfaction, and the project's bottom line.

by Alex Zimmerman, CPESC, CESSWI, CISEC, CESCI

### STORMWATER MANAGEMENT

#### 27 Going the Distance Along Dover's Berry Brook

A model for collaboration on how to improve water quality in an urban watershed, using UD and Green Infrastructure retrofits, stream restoration, community outreach, persistence, and ingenuity.

by James Houle, Ph.D., CPSWQ, CPESC & Dolores Jolbert-Leonard

### STREAMBANK STABILIZATION

#### 34 Black Brook Takes a Challenging New Route

Expansion plans at Seneca Meadows Landfill required Black Brook to be realigned, the landfill saw an opportunity to reunite it with its natural flood plain.

by Jack Broughton

## ABOUT THE COVER

The Farewell cover features all reader submitted photos. Top left: Bea Aamodt, P.E., Public Works Director, City of Bixby, OK. Top right: Sarah Lindquist, Stormwater Maintenance & Consulting. Bottom left: submitted by Nora Schell, taken by Mark Chapman. Bottom right: Tom Tetreau, Project Scientist, Stantec.

THANK YOU to all our readers who submitted photos!



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### LOW IMPACT DEVELOPMENT

#### 40 Simple Basin Retrofit Aids the Restoration of Barnegat Bay

Funding was awarded to improve stormwater management within the Long Swamp Creek and Lower Toms River watersheds where there was a history of poor infiltration that often led to flooding.

by Helen Henderson, Stephen J. Souza, Ph.D.; Clay Emerson, Ph.D., P.E.; Katie Walston, Sophie Briebar & Brittany Smith

### SOIL REINFORCEMENT

#### 44 Geocells Keep Mexico City's New Airport from Sinking

The challenge of how to build one of the world's most ambitious airports on unstable, saturated and sinking soil, required the use of a three-dimensional, honeycomb-structured geocell.

by Yitzchak Schary, MLA

### HABITAT RESTORATION

#### 48 Restoration of a Coastal Freshwater Pond

The property owner of the Mickill Pond system sought to develop a project to control invasive plant growth, restore open water, and increase a diverse native plant assemblage.

by Keith Gazzale

### SLOPE STABILIZATION

#### 52 Long Term Monitoring of Biotechnical Slope Stabilization Below Public Highway

After two debris slide events, biotechnical slope stabilization techniques were used to help stabilize the surface soil layer of the Walker's Landing Road site.

by P. Raymond

### LAKES & PONDS

#### 57 Algae Control in Lakes & Ponds - Case Study: Turnberry Lakes

With a greater awareness or appreciation of 'natural' or 'sustainable' management methods in a variety of applications, there has been a dearth of claims that use of enzymes and bacteria and/or aeration of a lake or pond will control unwanted algae growth.

by Keith Gray & Sandy Kubillus

### ASSOCIATION UPDATE

#### 60 Minnesota Seeding Contractors

The Minnesota Seeding Contractors organization was established to provide a public forum for open discussion by contractors, material suppliers and professionals involved in the seeding industry.

by Vicki Dosdall

**Land and Water** (ISSN 0192-9453) is published bimonthly by Land and Water, Inc., 320 A. Street, Fort Dodge, IA 50501-9925. Telephone (515)576-3191, Fax (515)576-2606. Land and Water is edited for contractors, engineers, architects, government officials and those working in the field of natural resource management and restoration from idea stage through project completion and maintenance. Subscription rates for printed copies: One year - \$20.00; Two years - \$35.00; Three years - \$50.00; Foreign - add \$12.00 per year. All non-paid subscriptions are mailed on a rotating basis to receive occasional copies at Fort Dodge, Iowa and at additional mailing offices. No charge for digital version of the magazine. No part of this publication may be reproduced without the written consent of the publisher. **Land and Water** assumes no responsibility for statements expressed by contributors. Jeremiah 29:11

# FOR SUCH A TIME AS THIS

Do you ever feel like you are in a certain place, at a certain time, for a certain reason? How many opportunities have we walked by (or ran into something) because we weren't looking?

Early in my contractor days, when I was still pretty wet behind the ears, I needed to learn the right way to run a business. Fast. So I got involved in the Iowa Land Improvement Contractors Association. They taught me a thing or two how to be successful and played a key role in helping me grow as a contractor. The LICA connection led to a place and time where I had the opportunity to purchase a publication to share ideas, to help more contractors be successful. *Land and Water Magazine* was our time to "Tell It Like It Is", to give our readers an unfiltered view of the opportunities and challenges around us in protecting our natural resources.

Many years, and 7 L&W office moves later, we had to vacate our rented office space and had only 5 months to do it. There were very few options on rentals, so this forced our hand to consider a more permanent solution. As it turned out, the timing was perfect for our very own "World Headquarters"! A large lot on the edge of town became available. Construction season was in full swing, but we did have connections to a few people in the area that knew a thing or two about earthmoving. In a few short months, we had a brand new permanent office



to publish L&W. More unexpected blessings.

We understand that time is precious (just like our resources) and it needs to be managed wisely. Are your eyes open to new opportunities?

We can learn something from kids. They have a fascination for the world around them. They are curious about everything and can't get enough "Why". They are always ready for a new discovery. Can you find the kid in you, for such a time as this?

And now, we know it's our time to move on. Someone else will find it's their time for this building. And there is an army of bright minds looking for their time, to shine and to present creative, responsible ways to manage our soil and water.

Thank you to everyone that gave us the time to share our Land and Water family with yours! We appreciate ALL your support over the years! We will keep protecting the raindrop where it falls, because we are all in this together for future generations.

Time is a gift, have fun! And as Roy said, "Happy Trails to You!"

## ASSOCIATIONS

American Society of Mining and Reclamation (ASMR)  
[www.ca.uky.edu/asmr](http://www.ca.uky.edu/asmr)

Association of Conservation Engineers (ACE)  
[www.conservationengineers.org](http://www.conservationengineers.org)

Erosion Control Technology Council (ECTC)  
[www.ectc.org](http://www.ectc.org)

International Erosion Control Association (IECA)  
[www.ieca.org](http://www.ieca.org)

Land Improvement Contractors of America (LICA)  
[www.licanational.com](http://www.licanational.com)

Minnesota Erosion Control Association (MECA)

The National Arbor Day Foundation  
[www.arborday.org](http://www.arborday.org)

National Association of Conservation Districts (NACD)  
[www.nacdnet.org](http://www.nacdnet.org)

National Association of County Engineers (NACE)  
[www.countyengineers.org](http://www.countyengineers.org)

National Roadside Vegetation Management Association (NRVMA)  
[www.nrvma.org](http://www.nrvma.org)

National Watershed Coalition (NWC)  
[www.watershedcoalition.org](http://www.watershedcoalition.org)

North American Lake Management Society (NALMS)  
[www.nalms.org](http://www.nalms.org)

North American Stormwater and Erosion Control Association (NASECA)  
[www.naseca.org](http://www.naseca.org)

Soil and Water Conservation Society (SWCS)  
[www.swcs.org](http://www.swcs.org)

Society for Ecological Restoration (SER)  
[www.ser.org](http://www.ser.org)

Society of Wetland Scientists  
[www.sws.org](http://www.sws.org)

Stormwater Equipment Manufacturers Association (SWEMA)  
[www.stormwaterassociation.com](http://www.stormwaterassociation.com)

## Land and Water

THE MAGAZINE OF NATURAL RESOURCE MANAGEMENT AND RESTORATION

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# Land and Water - Our Journey



**Amy, Marcie Neuberger (1980 Land and Water Conservation Expo)**

by Amy Dencklau, Publisher

Have you ever really thought about what's more important, the destination or the journey? Obviously, the destination is of major importance for several reasons; the focus on the end goal so we're not wandering aimlessly, the thrill of getting to where we wanted to be, the end of all that anticipation, but maybe most important for parents, the end of hearing "are we there yet?". But, I love the journey! It can be so exciting with the people you meet, the places you see and the experiences you have. You never know what's around the next corner. It might be the best thing ever! I've been on this Land and Water journey for almost 40 years now, actually 2/3 of my life (if you're doing the math, that makes me 60). There has been many twists and turns, ups and downs (but mostly ups). Come on, will you join me as we look back over the path?

First stop on our journey is a rural home in Iowa, and a guy with a dozer, and a dream of owning of his own business.



**Amy, Kenneth (1982 LICA Convention)**

My dad, Kenneth Rasch, was building his construction company while my mom, Jane, was patiently running a household with a bunch of curious kids who didn't always use their inside voices. Dad promoted sound conservation practices and also preached to anyone that would listen the importance of protecting the raindrop where it falls (pretty sure we heard it more than anyone). So it probably seems logical that his kids would dress up like aerobic and anaerobic bugs when he displayed a septic tank at a convention. At some point, as those bugs, we realized, "we eat WHAT?!"

In the early trial and error business-building process, Dad realized he couldn't possibly live long enough to make all the mistakes and still make his business survive so he decided he needed to cross paths with other contractors, successful ones. This led him to join the Iowa Chapter of LICA (Land Improvement Contractors of America) where he served first on committees, then as a state officer



**Ann, Jane, Amy (1993 MECA Conference)**

and later as the executive secretary for many years. These experiences led to opportunities on the National level where he was National Membership Chairman and then National President. LICA became part of all our lives. Growing up, we spent almost every vacation traveling in our family bus, Henrietta, to LICA Mid-Summer Board Meetings (looking back, the arrival of Henrietta may have struck fear into many very nice contractors). Did I mention I am one of 12 kids?

Are we even ON the path anymore, you ask. Sure, we are. Kind of. We like to look around as we walk so it's usually not a straight line. Stay with me. In

1974, when Dad was working on LICA membership, he acquired the magazine *Land and Water Development* as a way to branch out in communication with the industry, to share ideas and experiences. He brought 26 years of contractor experience with him that was reflected in his down-to-earth perspective on how we could shape this great land and still protect the raindrop. That's when the Land and Water journey officially began. With the goal of promoting the wise use of our



**Greg, Kenneth (1996 Wetlands, Woodlands & Wildlife Conference)**

precious soil and water, our magazine became the information source for erosion control and water management for the land improvement industry.

As our message grew so did our reach, and friendships. We became involved in numerous associations that shared the vision of clean water and soil management. Different professions perhaps, different platforms, but the same passion for sound resource management. As we attended conferences, workshops and field days, we got to know (not just meet) so many fantastic people who have impacted



**Teresa, Amy, Martha (2000 IECA Conference)**



**Gail Henry (2003 Gail's Happy Space)**

our lives, professionally as well as personally. Everyone knew M&M's (for the Men, Methods & Materials) were a staple in our booth and if we ever forgot them, we were in big trouble! Our famous "Count the M&M's Contest" several times came down to a close battle between Mark Myrowich and Vicky Dosdall, with cash on the line, as well as bragging rights.

Hang on, we're going on a side trip. In 1991, we took an uncharted path when we published a magazine called "Our California Environment", working closely with our guitar playing friend, Michael Harding. We only published five issues of OCE, but in the process expanded our horizons, learning first hand about the unique concerns for that state. In 2006, we began a five-year partnership with ESNtv to provide a weekly webcast dedicated to the Erosion and Sediment Control Industry as the source for the latest news, information and education. Again, this journey provided new insights into the industry and its needs while we also renewed old, and established new, friendships. Priceless.

In 1992, we clarified the path of Land and Water when we changed our masthead tagline to "The Magazine for Natural Resource Management and

Restoration" to better reflect our commitment to the entire industry. Without changing our initial goal, we felt the need to expand the scope of our publication to emphasize all areas of natural resource management and restoration, from idea stage to project completion and maintenance. The change was welcomed by our subscribers, who continued to look to us for practical information on new and innovative ways to take care of our land and water.



**Emily, Shanna (2014 IECA Conference)**

It was during this time that we established our Editorial Advisory Board. The members of our EAB have freely given their time and talents, and shared their knowledge and experience to make *Land and Water* be the best it could be. Marc Theisen was one of our original EAB, and 25 years later, is still reviewing articles for us. I remember one time in particular, visiting with Marc about an article he was reviewing, and I could hear splashing and happy kid noises in the background. When I asked about it, he said that he was down by the pool on a family vacation, but that he really enjoyed looking at the articles and didn't consider it work at all. Talk about selfless commitment! Thank you seems rather lame.

Over the past four decades with Land and Water, I have been blessed to be able to work with so many in my family - parents, siblings, in-laws and my own children (which to my delight also meant grandkids on occasion)! As children, we were taught the value of hard work, as well as work ethic, and we have passed that down through the generations. It has served us well, as there have been some marathon weekends and nights to meet deadlines, not only for *Land and Water*

*Magazine*, but also for the family members that are involved in Rasch Construction Company (currently celebrating 70 years). Thank you family! And a giant Thank You to Dad for entrusting us with the publication and to Mom for always being there for us!

Our Land and Water family goes much deeper than bloodlines. It's hard to express how much we appreciate the guidance and support we've received from our loyal readers, advertisers, authors, and others we've met along the way! They have shared silliness and laughter (photo booths, bowling, sweet dance moves, to name a few), but also been with us through some bumps in the road when we've experienced heartbreak and challenges (deaths and illness). They've shared wisdom, hugs, tears (not all sad), and the IECA Great Lakes and Great Rivers Chapters supported our ALS cause with generous donations. They also encouraged us to take our own path and they would be with us on the journey. That's what a family does.



**Emily, Shanna, Angie, Martha, Amy (2015 Land & Water World Headquarters)**



**Martha, Ken, Jane, Amy, Shanna (2004 Groundbreaking for new L&W office)**

We haven't reached a particular destination with Land and Water but we are choosing to leave our familiar well-beaten path to start new journeys. I must admit, at the age of 60, crossroads can be confusing. (Actually, just walking in the other room can sometimes be confusing). But for us, this is not an end, but a beginning. We're not exactly sure what our futures hold, but we do know who holds them. These are our guiding words, "For I know the plans I have for you" declares the Lord, "plans to prosper you and not harm you, plans to give you hope and a future". Jeremiah 29:11